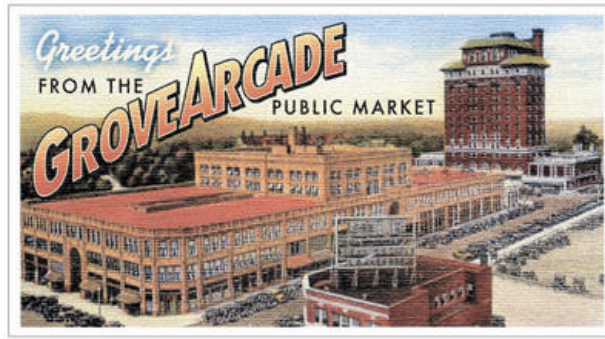


# GROVE ARCADE



## **Historic Resources Commission & Grove Arcade Public Market Foundation Tenant Signage Package & Design Guidelines**

The Grove Arcade, built in the late 1920s, is a local historic landmark and has also been listed on the National Register of Historic Places. It is a significant building due in part to its prominent role in the history and development of Asheville as well as its distinctive design and construction.

The designation as a local landmark means that the Grove Arcade is under the jurisdiction of the Historic Resources Commission of Asheville and Buncombe County (HRC) and any alterations to the exterior require a Certificate of Appropriateness (CA). The HRC is responsible for ensuring that the historic and architectural character of the building is preserved, and to achieve these goals the commission works closely with the Grove Arcade Public Market Foundation, Inc. (The Foundation).

Commercial Signage is a key visual component of the streetscape and as such should reflect the construction era and style of the structure for which it is proposed. The Grove Arcade street wall consists of a series of glass storefronts, many with pedestrian scale awnings projecting over a wide sidewalk. In addition to signboards on the sidewalk and traditional awning signs, historic signage would have included lettering painted on the interior of the glass storefront and neon, which first appeared in the 1920's and would have been popular during the period when the Grove Arcade first opened for business.

The following guidelines have been established to help tenants understand what is appropriate for the building so they will be prepared when applying for approval from the Foundation, the HRC and the City of Asheville for sign and awning permits.

## Signs

### Approvals

All signage applications require prior review by the Foundation. Additionally, all signage must conform to the sign ordinance as set forth by the City of Asheville and permanent exterior signs must also meet HRC guidelines for the Grove Arcade building.

### Amendments

Once a sign has been installed as approved, no changes or modifications may be made without approval by the Foundation or amendments to sign permits and Certificates of Appropriateness.

### Application Process

**ALL SIGNS REQUIRE PRIOR APPROVAL BY THE FOUNDATION.  
NO SIGNS SHOULD BE FABRICATED UNTIL ALL APPROVALS AS  
OUTLINED BELOW ARE RECEIVED.**

| <b>Exterior</b>  |  | <b>Interior</b>   |
|--|--|---|
| Window, door, awning and A-frame signs are allowed. No blade signs are allowed.  |  | Window and blade signs are allowed.   |
| All window, door and awning signs require a CA from HRC and a sign permit from the City of Asheville sign administrator. |  | Do not require CA or sign permit but must meet with Foundation approval.  |
| A-frame signs require a sign permit from the City of Asheville sign administrator, No CA required.                       |  | A-frames or freestanding signs are not allowed on the interior, except with prior approval for specific events. |
| Temporary signs may be allowed with approval from the City and GAPMF.  |  | Temporary signs may be allowed with approval from the Foundation.   |

### Applications Forms and Submittals

Application forms for signs permits and Certificates of Appropriateness referred to in this document can be downloaded from the City of Asheville website, [www.ashevillenc.gov](http://www.ashevillenc.gov). Contact 259-5822 or 5824 for more information. Applications which are in conformance with these guidelines will be reviewed as minor works by HRC staff. All applications should be submitted to the Development Services Center at 161 S. Charlotte Street.

# **HRC Guidelines**

## **Exterior Business Identification Signs**

### **Window & Door Signs**

1. All signs must be professionally executed.
2. Signs should reflect the character and the use within the business.
3. Signs may be neon, high quality vinyl or hand-painted on the interior of the window.
4. Exterior and interior vinyl or painted window signs shall be located in the center glass area at pedestrian eye level and shall be transparent in character so as to not obscure window displays or views into the storefront.
5. Neon signs may be mounted on opaque or transparent backgrounds and suspended inside the window on the tenant side of glass. Neon signs shall be placed in a manner that does not obscure window displays or views into the storefront such as in the transom area above a main doorway below the awning.
6. Primary entrance window sign shall not exceed 10 square feet per sign.
7. Secondary entrance window signs shall not exceed 6 square feet per sign.
8. Door signs should be located in the upper portion of the door glass at eye level.
9. Door signs should not exceed 20% of the glass area of a single door.
10. Multiple window and door signs are allowed but the cumulative square footage for all window and door signs shall not exceed 15 square feet.

### **Awning Signs**

1. Signs are to be painted on the eight (8) inch awning apron flap only. No other awning signs shall be permitted.
2. Each business shall use the main entry for an awning apron flap sign. In addition, a business with multiple entrances may apply for an awning apron flap sign at a secondary entrance.

### **Prohibited Signs**

1. No banners, posters, paper, plastic or similar material (flyers, etc.) may be taped to windows or allowed to block the window.
2. No tenant signs may be attached in any way to terracotta or marble surfaces on the interior or exterior of the building.
3. Painted signs on the building surfaces are not permitted.
4. Signs that blink, flash, or appear to be in motion (as in running signs, or TV screens) are prohibited.
5. Interior illumination of signs is prohibited, except neon
6. Concealed graphic projection signs are prohibited.
7. Banners, flags, balloons or anything moving may not be attached to the bike stands, lampposts, stanchions, etc. on the exterior of the building.
8. There can be no film applied to the windows.

**The HRC has the authority to grant variances to these guidelines if special circumstances warrant them.**

# City of Asheville Regulations

## **A-frame Signs**

A-frames are considered street signs and must comply with City of Asheville guidelines as follows:

1. A City of Asheville A-frame Sign Permit must be obtained from the Development Services Center. The permit runs from July 1 until June 30 of the following year and must be renewed annually thereafter.
2. Tenants are allowed only one A-frame per business, which must be displayed within the spill-out defined in the tenant lease.
3. A-frames are for temporary use during business hours only.
4. Placement of the A-frame must be next to the building, allowing a six (6) foot unimpeded walkway, per North Carolina Accessibility Code, and shall not block any entrances or exits of the building.
5. Signs are required to have a minimum height of twenty-eight (28) inches and a maximum height of forty-eight (48) inch; width minimum is eighteen (18) inches with a maximum width of twenty-four (24) inches.
6. Signs shall not be illuminated.
7. Signs must meet wind and safety standards as determined by the City.
8. All A-frames must have locking arms for stability.

## **Temporary Signs**

1. Temporary signs and banners are subject to the approval by the Foundation and, on the exterior, require a sign permit from the City. In all cases, only two (2) such signs are permitted with a maximum of eight (8) square feet or approximately 24" by 48". The message must be simple, clear and direct.
2. All temporary signs must be removed promptly after their advertised event.
3. Temporary sale signs are allowed for a maximum of 30 days only and should not block windows.

## **Dining and Merchandising**

Any use of exterior spill out requires a City of Asheville Outdoor Dining/Merchandising permit. The permit application and all supporting documentation must be submitted to the City of Asheville Development Services Center. Due to the relationship between the City of Asheville and the Foundation, there is no fee for this permit. However, an approved permit is required prior to use of the exterior spill out areas. (Allowed spill-out is defined in each tenant lease.)

The Foundation submits all Dining Permits for Restaurants at the Grove Arcade. The City of Asheville Dining Permit runs from July 1 until June 30 of the following year and must be renewed annually thereafter.

Each business is required to submit copies of the following to the Foundation by June 1 of each year:

1. Certificate of Insurance for 1,000,000 (one million) showing City of Asheville as additional insured; \$2,000,000 (two million) if serving alcohol.
2. Buncombe County Health Department Certificate.
3. ALE permit if required

**Exterior**

1. Per the American Disabilities Act, a six (6) foot unimpeded walkway must be maintained between any outdoor dining or display area and the street.
2. Businesses serving alcohol are required by the City of Asheville to have stanchions between customers and the street or parking areas.
3. Nothing in the exterior spill out area may obstruct the view of the architecture of the building.
4. Umbrellas must be weighted to be wind resistant and made of solid color fabric approved by the Foundation. No graphics or business advertising is allowed on umbrellas.

**Interior**

1. Interior spill out is also defined in the tenant lease and must not extend beyond the three (3) foot metal door railing. This also applies to interior dining tables and chairs.
2. Merchandise or displays must not be in front of the architectural marble columns or block the windows or in any way obstruct the view to the interior of the business.

# **Foundation Guidelines**

## **Awnings**

### **Attachment**

Awning frames are attached to the building in an approved manner and no changes or additions may be made to the structure under any circumstances.

### **Colors**

Colors for awning fabric shall be submitted to the Foundation for selection and approval. Selection must be in keeping with the other awnings used around the Arcade and in a solid color.

### **Lighting**

Exterior lighting under awnings is permitted with prior approval of the Foundation and must be installed by a registered electrician.

### **Materials**

Awning materials shall include flame resistant acrylic fiber, canvas or other acceptable fabric in compliance with NfiPA 701. The awnings supplied by most awning companies comply with this state regulation.

## **Interior Signs**

### **Interior Blade Signs**

1. The Foundation provides a decorative bracket outside each interior business to be used to suspend a sign designating their business. The sign must be approved prior to fabrication and must comply with the following specifications:
2. The size may not exceed a maximum area of four (4) square feet.
3. The weight of the sign cannot exceed forty-two (42) pounds.
4. Unique and distinctive signs are encouraged utilizing different shapes, materials, and logos
5. Paper, plastic or cloth banners are prohibited

## **Miscellaneous Signs**

### **Credit Card and Miscellaneous Membership Signs**

In order to control clutter in the windows and doors, signs for credit cards, Chamber of Commerce membership, AIR membership, Community Watch, etc. must be clustered in the lower quarter of the door glass or side window at the main entrance and comprise an area no larger than two (2) square feet total.

### **Help Wanted Signs**

Small help wanted signs are allowed on a short-term basis. They are not to be attached to the windows or door glass, but may be displayed on an easel inside the window.

### **Hours of Operation**

Per tenant lease agreement, hours of operation must appear on the door of the main entrance only. They should be in white or gold letters and numbers and appear in the lower one third of the door glass.

### **Menus**

The one exception to signs attached to the interior of windows allowed by HRC, City Planning and the Foundation, is the display of restaurant menus in the side windows of the main entrance to the restaurants. This is due to the nature of the business and because menus are not considered a “sign” but rather a service to the public.

### **Open/Closed Signs**

A single “open” or “closed” sign that is not also a business identification signs is allowed in addition to all other signage provided all other sign locations and design criteria are met.

### **Special Function or Event Signs**

Subject to prior approval by the Foundation, signs designating areas reserved for special groups or events or coming attractions may be placed in and/or around the Arcade on a temporary basis only.

### **Suite Number**

To maintain consistency and better establish the character of the building, address and/or suite numbers are provided by the Foundation. Only one typeface “Century Schoolbook” in four (4) inch numbers is used.

Each tenant’s suite number (address) will be applied on the inside of the window at the main entry to the business.

**Any exceptions to these guidelines will be by special approval obtained from the Foundation.**

## **Foundation Policies**

1. In order that nothing obstructs the windows or view into the interior space, items cannot be stored in the windows or the view obstructed by draperies or any solid object.
2. Non-obstructive window displays are encouraged. They must relate to the business being conducted in that space and be in keeping with the appearance of the Grove Arcade.
3. Lighting of window displays is encouraged.
4. Nothing may be attached to the window itself, such as stick on decorations, cup hooks, or anything that obscures sight into the premises.
5. Replacement of awnings, due to name change, wear or damage, is the responsibility of the individual business per lease agreements.
6. Any window shades must be of a similar size and design as the blinds installed on the upper floors of the Arcade.
7. It is the desire of the Foundation to have a unified look to the outdoor dining areas with approved metal tables, chairs and stanchions. The Foundation must approve all tables, chairs, stanchions and umbrellas prior to placement.

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